

ITEM 6-B

CITY OF ALAMEDA Memorandum

To: Honorable President and
Members of the Planning Board

From: Andrew Thomas, AICP
Acting City Planner

Kathleen Livermore
Contract Planner

Date: October 22, 2012

Re: A Public Hearing to Consider a Planned Development Amendment for a
Sign Program application – PLN12-0280 - 433 & 501 Buena Vista Avenue
(Summer House Apartments). (Applicant – Arrow Sign)

BACKGROUND:

The applicant, Arrow Sign Company, is requesting an amendment to the existing Planned Development for the Summer House Apartments to include a Sign Program. The Summer House Apartments Planned Development was approved in 2005 (PD05-0004/DR04-0113) and there was no proposed sign program at the time. The applicant is proposing the requested signs to provide directions to the Summer House residents and their guests. There are no other changes to the previously approved Planned Development and Design Review.

ANALYSIS DISCUSSION:

In 2005, the City approved a Planned Development and Design Review for the construction of a new community center and garage structures and other exterior modifications and site modifications to the existing apartment buildings now known as Summer House Apartments. At the time of the 2005 proposal, a Sign Program was not a part of the renovation.

The applicant is now proposing directional signage for the property to guide traffic around the perimeter of the property as well as within the complex. This will allow residents and guests to use the property more efficiently and conveniently.

The applicant is proposing five perimeter signs at various locations. Signs A1 and A2 are proposed for Buena Vista Avenue and Signs B1, B2 and C are proposed for Poggi Street.

Proposed Signage

Sign	Sign Area	Max sign Height
A1	17 sq. ft. x 2 = 34 sq. ft.	72"
A2	17 sq. ft. x 2 = 34 sq. ft.	72"
B1	17.25 sq. ft.	34"
B2	17.25 sq. ft.	24"
C	28.5 sq. ft. x 2 = 57 sq. ft.	120"
Total:	159.5 square feet	NA

The proposed signs are designed to be architecturally integrated with the existing structures. Signs A1 and A2 are double face non-illuminated signs. Signs B1 and B2 are single face externally illuminated monument signs. Sign C is a double face externally illuminated monument sign.

The proposed Sign Program is being proposed as an amendment to the 2005 Planned Development/Design Review approval. The Sign Program will permit the applicant to improve the access and visibility of the site. The proposed Sign Program is compatible with the site, adjacent buildings and surroundings, provides high quality signage design with a minimum of clutter, is well designed and pleasing in appearance, provides way finding for both vehicles and pedestrians and reduces traffic and safety hazards.

ENVIRONMENTAL DETERMINATION:

The proposed amendment to the Municipal Code is categorically exempt from CEQA pursuant to Section 15301(g) Existing Facilities.

RECOMMENDATION:

That the Planning Board hold a public hearing, review and approve the proposed Planned Development Amendment for the Summer House Apartments Sign Program.

RESPECTFULLY SUBMITTED BY:



Andrew Thomas
Acting City Planner

By: Kathleen Livermore, Contract Planner

Exhibits:

1. Summer House Sign Program, prepared by Arrow Sign Company
2. Draft Resolution